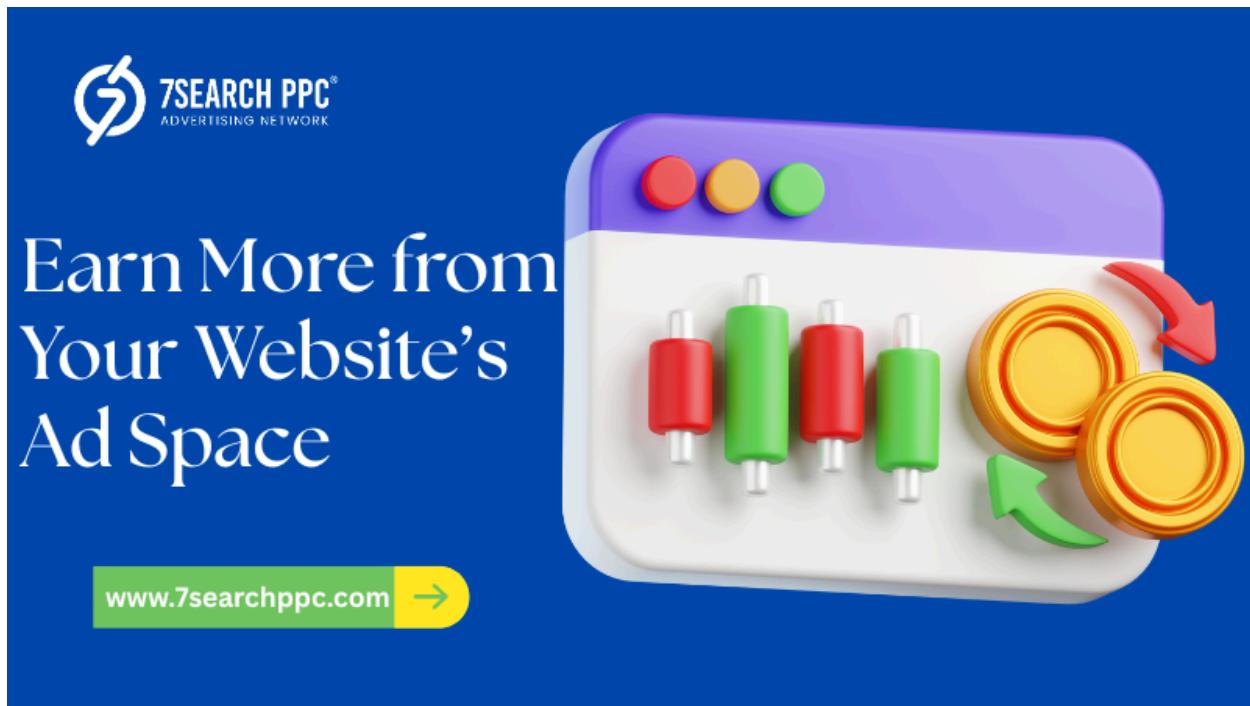


15 Ways to Earn More from Your Website's Ad Space

Creating a website or blog takes no more than two days. However, engaging people, making them your loyal audience, and becoming their go-to place may take longer than two years. And after investing all the time, effort, and sometimes money, if the results don't meet expectations, it hurts.

Nothing is wrong with expecting money in return for your hard work. However, [earn more from ad space](#) will not be enough to bring the desired revenue. You will need to put in extra effort, implement proven strategies, and choose the right platforms.



So, how can you earn more from your website's ad space?

The solution is not that simple or brief to summarize in one line. You will need to follow me through this blog as we explore 15 different ways to increase your revenue and meet your goals. So, without any further delay, let's begin.

Boost Your Ad Revenue – Register Now and Start Earning!

What is the ad space on your website?

An ad space is a particular area of your website that you have allocated solely for paid promotions. You can rent, sell, or share this space to earn revenue from the advertisers. From the header to the footer, ad spaces can be placed anywhere on your website or blog.

Some of the most popular ad spaces may include;

- Header Banner;
- Sidebar Ads;
- In-Content Ads;
- Footer Ads;
- Pop-Ups, etc.

The more your audiences interact with the ads, the more revenue your website will generate.

Ways to Earn More with Ad Space?

High Traffic

Even the best-written book by the best author generates value only when it reaches readers. Similarly, the ads have meaning if they are visible to the right audiences. This means that the dream of generating higher revenue can only be fulfilled with high and highly targeted traffic.

High-Paying Niche

If you are looking at "earnings" as the sole aim of your website or blog, selecting high-paying niches will be the best. You can conduct simple market research to find a niche that generates huge money in your targeted geographic areas (GEOs) and go with the best.

However, for passionate content writers or creators, the approach may be a bit different. I will not encourage you to chase money; when your art shines, the money will rain down.

Optimized Ad Space Position

Have you ever wondered why some marketers want their stores in the main market, even at a higher cost? Just because they understand the value of right positioning. If you can present your offerings exactly where the customers are, your growth chances are very high. The same applies to the ad spaces.

If you manage to show ads where your audience is most active, your dream of earning more from an ad space will come true soon. The optimal positioning of ad spaces may vary

depending on the type of website or content design. However, putting ads on the very first screen the user sees (above the fold) is most profitable.

Best Ad Network

Finding the right ad network for monetization is always key to earning higher and higher. Though some giant ad networks may make you feel that your website deserves only what you are getting, it's not always true. Different ad networks have varying payout models, particularly for distinct traffic niches.

Currently, some emerging ad networks, such as 7Search PPC, monetize websites more easily than most well-established platforms. Additionally, if your website has traffic from some particular niches, your earning chances are also higher.

Ad Relevance

Your traffic belongs to gambling, but your ads promote crypto. Do you really think you will get the desired result? I don't think so. In order to meet the expected outcomes, you need to insert relevant brands in your ad spaces. When your traffic and ads belong to the same niche, positive outcomes are bound to follow.

Increase Content Quality

To earn more from ad space, your content must be high-quality, unique, and helpful. Advertisers pay for clicks or views, so traffic matters. And good content brings more visitors! Avoid placing ads on low-quality pages, as it would not work. Instead, focus on creating SEO-friendly content with the right keywords. This helps Google rank your site higher. If you want to sell ad space on your website or [earn from website space](#), strong content is key to selling ad space on your website successfully.

Offer a Free Tool

Want to earn more from ad space? Google AdSense says that websites offering free online tools are great for bringing in new visitors and keeping old ones coming back. It's a smart way to sell website space and increase traffic at the same time. More visitors mean better chances to sell ad space on your website. If you are thinking, "How can I sell ad space on my website?" start by offering something useful for free!

Deliver Dynamic Content

If you want to earn more from ad space, just posting an article and leaving it would not work. Pages with no updates or interaction often fail to attract good ad revenue. Google prefers active pages like forums, blogs, or vlogs where people regularly comment, like, or share content. High engagement shows that your site is valuable. To sell ad space on your website or earn from website space, keep your content fresh and encourage user interaction. Whether you want to

sell website space or focus on selling ad space on your website, engagement is the key to better results.

Bypass Ad Blocker Issues

Over 763 million people now use ad blockers, making it harder to earn more from ad space. One way to deal with this is by asking visitors to turn off their ad blockers but this can make them leave your site. A better option is to use native ads. These blend with your content and don't annoy users. If you are looking to sell ad space on your website, native ads help you earn from website space without scaring users away.

Use Flexible Prices and Paid Advertisements

The revenue through ads is also subject to seasonal trends, which means that the income can decrease in January and June and increase during such holidays as Christmas, Black Friday, and Mother's Day. And, of course, if you depend on ads, it is clever to employ such a technique as yield optimization. This assists you in getting more revenue out of the ad space since you will be selling at the optimal price all the time.

7Search PPC and similar platforms allow selling ad space on your site to the highest bidder through an auction. Since prices depend on customer demand and timing, this approach helps you sell website space smartly and earn from website space all year long.

Optimize Ad Sizes

In order to get better earnings, it is clever to select appropriate ad sizes, both desktop and mobile. Although large advertisements might result in more revenue, they might also irritate the user by occupying too much space, particularly on a mobile device. With more than 60 percent of Google searches in the US being mobile, ad size does matter!

In case of horizontal advertisement, choose the widely used 300x250 (Medium rectangle), 250x250 (Square), or 200x200 (Small square). Vertical ad unit: Test 300x200, 300x100, or 300x50. If you want to sell website space or sell ad space on my website, the right size helps boost clicks and keeps users happy.

Use Different Ad Types and Ad Formats:

If you want to earn more from ad space, try using different ad formats like banners, pop-ups, push notifications, native ads, and interstitials. Ads can be in text, image, or video form, and they work differently on desktop and mobile. Test a few types to see what your visitors like most. Mixing formats gives users a better experience and helps increase clicks. Advertisers also prefer websites with more variety. So, if you are looking to sell ad space on your website, this is a smart and simple way to earn from website space and get better results.

Speed Up Your Website

Sometimes, slow website load speed can hurt your ad revenue. When your site is packed with too much content and ads, it can create a poor user experience. This also brings down your Google ranking and makes it harder to earn more from ad space.

To fix this, try using a trick called lazy loading. It helps your website load faster by only loading the top images or videos first. As visitors scroll down, the rest of the content loads automatically. It keeps your site smooth and fast.

If you want to sell ad space on your website or are already selling ad space on your website, lazy loading is a smart move. It helps you earn from website space without slowing things down. A faster site means happier visitors and a better chance to sell website space and earn more from ad space!

Dealing with Ad Fraud

Protecting your ad space from fraudulent activities like click fraud and fake impressions. This step will add more trust in the advertiser. Implementing anti-fraud tools and working with a reputable ad network that has strong fraud detection measures are essential steps to follow.

Track Ad Performance

To earn more from ad space, always track how your ads are doing. Sometimes, just reordering them helps, or you may need to sell ad space on your website differently. Be open to changes, test new ad networks or placements to sell website space better, and boost revenue.

Conclusion

Nowadays, people can make money by posting ads not only as a side hustle but also as an effective way to make a good source of income. The online advertising industry is booming and reached \$566 billion in 2022 and will reach \$770 billion by this year.

To earn more from ad space, all it takes is smart strategies, high-quality content, and the right tools. With consistent effort, you can [sell ad space](#) on your website successfully.

Frequently Asked Questions (FAQs)

How can I sell ad space on my website?

Ans. You can sell ad space directly to advertisers or through ad networks like Google AdSense or 7Search PPC.

How much can I earn from website space?

Ans. Earnings depend on your traffic, niche, and ad placement. High-traffic sites in premium niches earn more.

Do I need a lot of traffic to earn from ads?

Ans. Yes, more targeted traffic means better chances to earn more from ad space.

What's the best ad format to use?

Ans. Use a mix of banners, native ads, and pop-ups to see what works best for your audience.

Can I sell website space without a blog?

Ans. Yes, any site with valuable traffic and content can sell ad space.